

Girls on the Run FY2024-2026 Strategic Map

<p>Our Compass</p>	<p>Maintain a culture of inclusiveness that honors our core values while scaling the organization</p>						
<p>Vision</p>	<p>Girls on the Run empowers girls to know and activate their limitless potential</p>						
<p>Marathon Goals</p>	<p>Our organization is inclusive, diverse, equitable and accessible.</p> <p>By 2026, 75% of councils meet Mission Advancement Markers</p>		<p>Our council network is strong and positioned for growth.</p> <p>By 2026, councils serve 220,000 girls annually.</p>		<p>Our organization is known, relevant and respected.</p> <p>By 2026, aided awareness exceeds 50 and NPS is at least +70.</p>		
<p>Strategic Imperatives</p>	<p>PROGRAM Develop programming and related supports that deepen impact, widen access and ensure sustainability</p>	<p>PEOPLE Attract, prepare and retain strong, diverse leadership to ensure operational excellence and future success</p>	<p>RISK MANAGEMENT Protect the organization through an enterprise risk management framework</p>	<p>REVENUE Increase earned and contributed revenue to ensure financial health</p>	<p>CULTURE Reinforce a culture of connection, quality, performance and belonging</p>	<p>COUNCIL NETWORK Provide strategic support and resources to ensure council sustainability</p>	<p>BRAND Increase and diversify audience, strengthen engagement and enhance national reputation</p>
<p>FY24 HQ Measure</p>	<p>Enhance process for measuring constituent experience to ensure inclusive culture</p>	<p>Launch new culturally responsive curriculum with 100% of councils implementing by 12/24</p>	<p>Launch new coach training with 100% council adoption by spring 2024 season</p>	<p>190,000 girls served</p>	<p>Establish processes that enhance effectiveness of internal and external communications</p>	<p>HQ net revenue of \$7.19M million</p>	<p>Formalize and implement risk management strategies including cyber security</p>